

SWaM Logo Standards

Fonts:

Program Name: Helvetica Bold

Tagline: Helvetica Light Oblique

2-Color Printing (Spot):

Pantone® 267C (purple)

Pantone® 347C (green)

4-Color Process Printing (CMYK):

Build to match:

Pantone® 267C

Pantone® 347C



Supplier Diversity Strengthens the Commonwealth

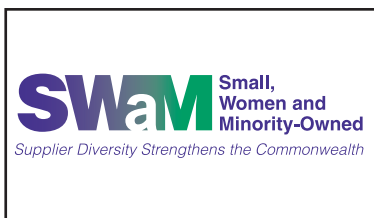
(2-Color – Pantone 267C & Pantone 347C)



Supplier Diversity Strengthens the Commonwealth

(1-Color – Black or Pantone 267C)

SWaM Logo Usage



2-Color / White Background



2-Color / Mid-tone Background



Reverse / Dark Color Background



1-Color Black / White Background



1-Color PMS 267C / Mid-tone Background



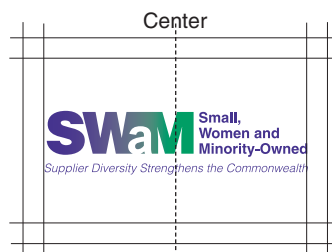
Reverse / Black Background

SWaM Logo Sizing and Positioning



1 3/8"

Logo should never be smaller than 1 3/8" wide.
Proportions must remain constant.



Space bordering logo must be equal to two times the width of the "M" in "Minority". Space will change proportionally as size of the logo changes.

Logo Colors

